IN CAVES
OUT WEST
ADVENTURE in LEATHER
FROM THE BEGINNING OF TIME
UNDERWATER
AT HOME

# LOOK AT YOUR HANDS

THEY ARE VERY SPECIAL, VERY CLEVER. THEY CAN CREATE BEAUTY AND USEFULNESS.

THE MARCH OF HISTORY CAN BE MEASURED BY WHAT MAN HAS LEARNED TO FASHION WITH HIS ***HANDS!***

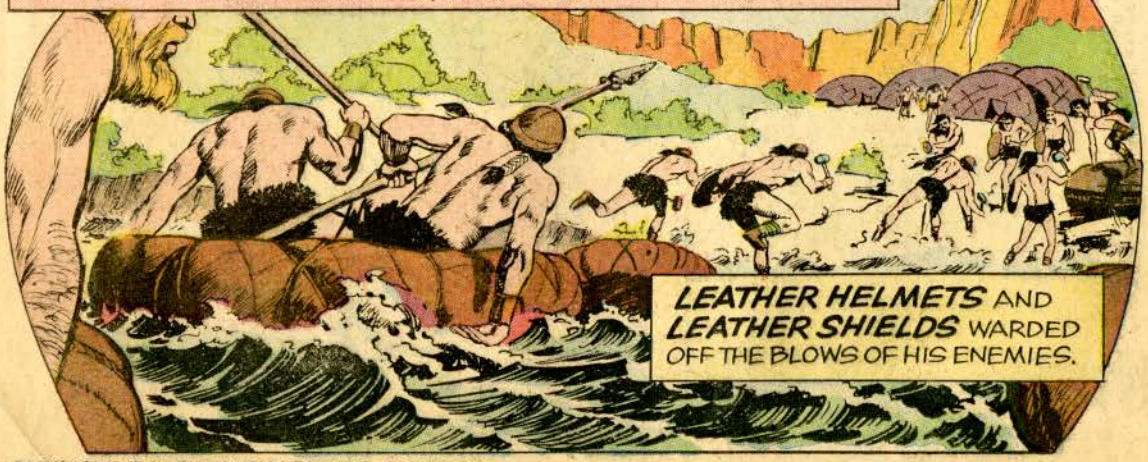
## THE OLDEST HANDICRAFT KNOWN TO MAN...

AND EVER SINCE THEN, ***LEATHER*** HAS PLAYED A KEY ROLE IN MANKIND'S PROGRESS TOWARD A BETTER LIFE.

IT WAS ***LEATHER*** FOOTWEAR THAT ENABLED MAN TO RANGE FAR AND WIDE IN THE HUNT FOR FOOD.

IN ***LEATHER FLAGONS*** HE COULD CARRY HIS WATER SUPPLY ALONG WITH HIM ON HIS TRAVELS.

IN ***LEATHER BOATS*** HE CROSSED RUSHING RIVERS TOO DEEP TO FORD. WHILE ON THE MOVE, HE LIVED IN ***LEATHER TENTS.***



***LEATHER HELMETS*** AND ***LEATHER SHIELDS*** WARDED OFF THE BLOWS OF HIS ENEMIES.

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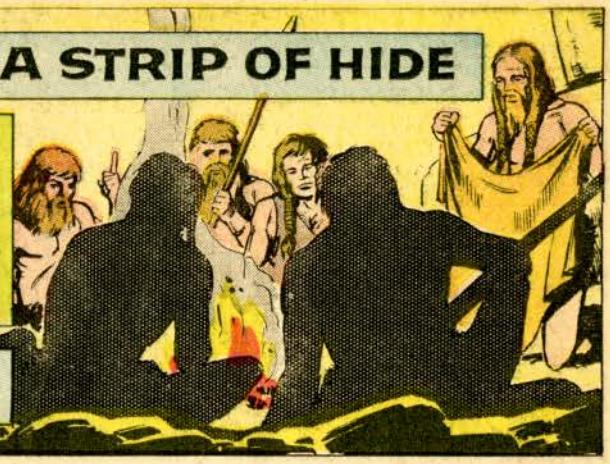
# THE MYSTERY IN A STRIP OF HIDE

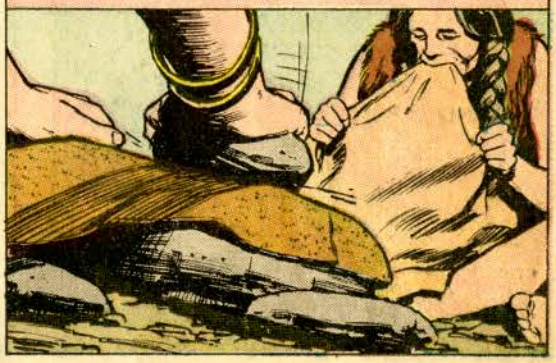
A GREAT WORLD OF DISCOVERY LAY AHEAD AS PRIMITIVE MEN BEGAN TO UNRAVEL THE MYSTERY IN A STRIP OF HIDE.
HOW COULD IT BE KEPT FROM ROTTING ...OR FROM DRYING OUT AND BECOMING TOO STIFF.

THE ANCIENT CRAFTSMEN MET THE CHALLENGE.

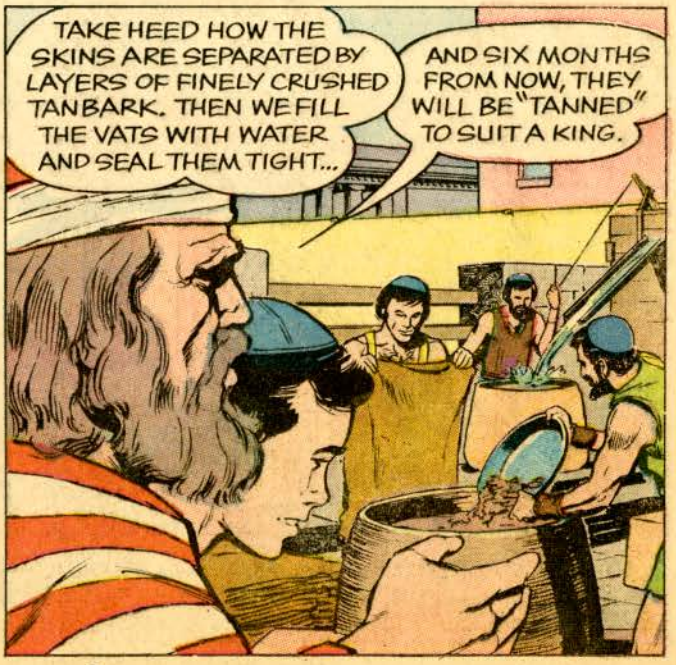


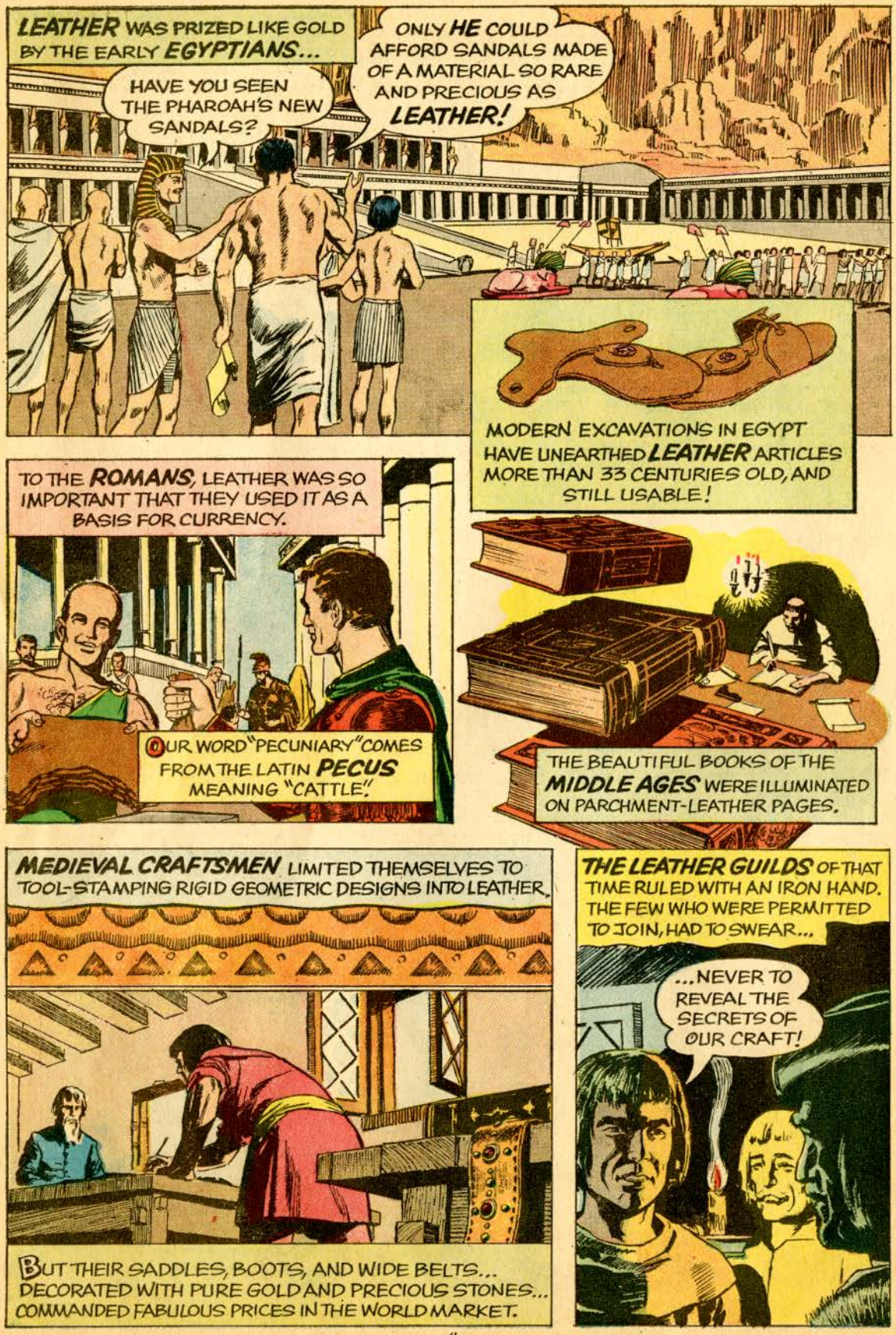
THEY LEARNED TO SCRAPE OFF THE FAT FROM THE UNDERSIDE OF THE SKINS WITH FLINT KNIVES. THEY PUT THE SKINS OUT IN THE SUN TO DRY...

THEIR WOMEN SOFTENED THE DRIED SKINS BY POUNDING THEM WITH STONES. TO MAKE THE LEATHER STILL SOFTER, THEY CHEWED IT WITH THEIR TEETH.



**THE ANCIENT HEBREWS** WERE THE FIRST TO USE OAK BARK IN THE MAKING OF LEATHER. THEY "PATENTED" THEIR GREAT DISCOVERY BY KEEPING IT SECRET, PASSING IT DOWN FROM FATHER TO SON...

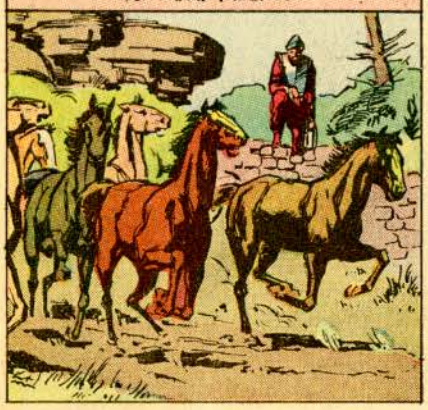



LEATHER WAS PRIZED LIKE GOLD BY THE EARLY EGYPTIANS...
HAVE YOU SEEN THE PHAROAH'S NEW SANDALS?
ONLY HE COULD AFFORD SANDALS MADE OF A MATERIAL SO RARE AND PRECIOUS AS LEATHER!
MODERN EXCAVATIONS IN EGYPT HAVE UNEARTHED LEATHER ARTICLES MORE THAN 33 CENTURIES OLD, AND STILL USABLE!
TO THE ROMANS, LEATHER WAS SO IMPORTANT THAT THEY USED IT AS A BASIS FOR CURRENCY.
OUR WORD "PECUNIARY" COMES FROM THE LATIN PECUS MEANING "CATTLE".
THE BEAUTIFUL BOOKS OF THE MIDDLE AGES WERE ILLUMINATED ON PARCHMENT-LEATHER PAGES.
MEDIEVAL CRAFTSMEN LIMITED THEMSELVES TO TOOL-STAMPING RIGID GEOMETRIC DESIGNS INTO LEATHER.
BUT THEIR SADDLES, BOOTS, AND WIDE BELTS... DECORATED WITH PURE GOLD AND PRECIOUS STONES... COMMANDED FABULOUS PRICES IN THE WORLD MARKET.
THE LEATHER GUILDS OF THAT TIME RULED WITH AN IRON HAND. THE FEW WHO WERE PERMITTED TO JOIN, HAD TO SWEAR...
...NEVER TO REVEAL THE SECRETS OF OUR CRAFT!

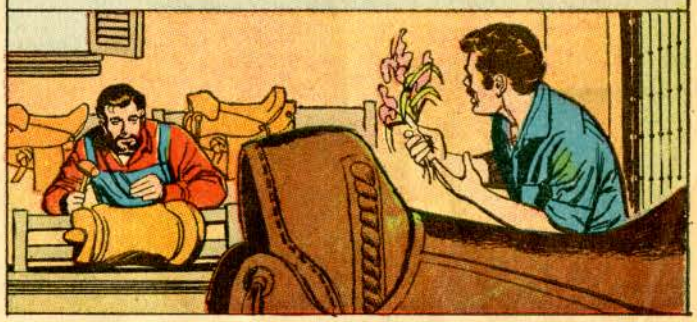
# LEATHERCRAFT
## AND THE NEW WORLD!

EARLY IN THE 16TH CENTURY, CORTEZ CONQUERED MEXICO.

THE ***CONQUISTADORS*** HAD BROUGHT THE FIRST HORSES TO AMERICA.



***SADDLEMAKERS*** FOLLOWED, BRINGING FROM SPAIN THEIR KNOWLEDGE AND TOOLS.



WHEN THESE CRAFTSMEN SAW THE TROPICAL FLOWERS AND LUSH VEGETATION OF THE NEW WORLD...

...THEY FORSOOK THE OLD GEOMETRIC DESIGNS...AND BEGAN TO PORTRAY ON ***LEATHER*** THE BEAUTIFUL FLORAL PATTERNS ALL ABOUT THEM.

IT DID NOT HAPPEN OVERNIGHT, AND IT WAS NOT EASY. THE OLD TOOLS AND THE OLD METHODS WERE NOT ENOUGH.

***HOW***

*THEY MET THIS CHALLENGE...*

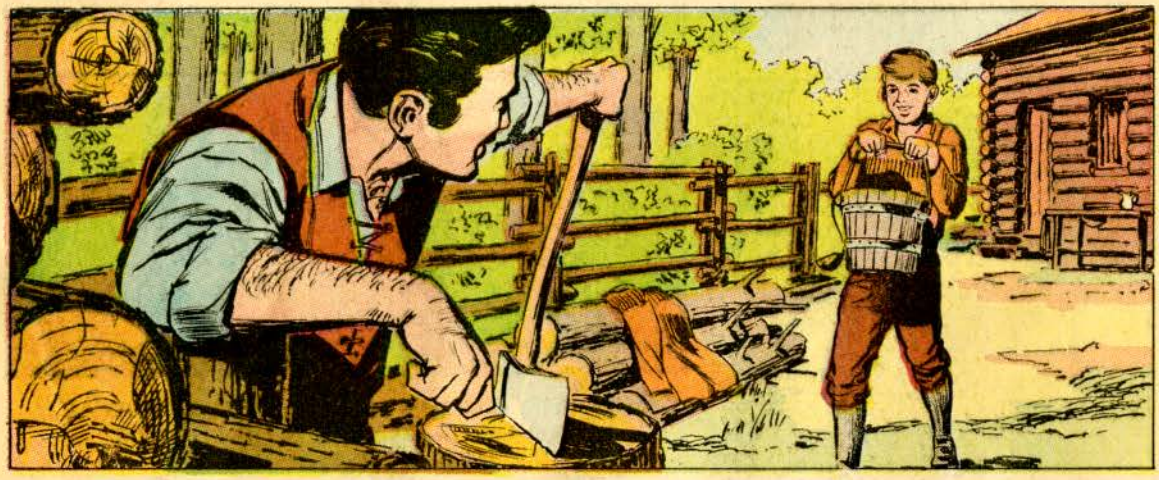
REMAINED A CLOSELY GUARDED SECRET HANDED DOWN FROM FATHER TO SON FOR 500 YEARS.

UNTIL JUST A SHORT TIME AGO, NO ONE WAS ALLOWED TO LEARN THEIR METHODS OR WATCH THE CRAFTSMAN WORK!

THE CLOTHING WORN IN ***THE OLD WORLD*** DURING THE 15TH AND 16TH CENTURIES CONSISTED CHIEFLY OF LEATHER DOUBLETS AND HOSE AND SHOES IN FANCIFUL SHAPES, ***BUT IN...***

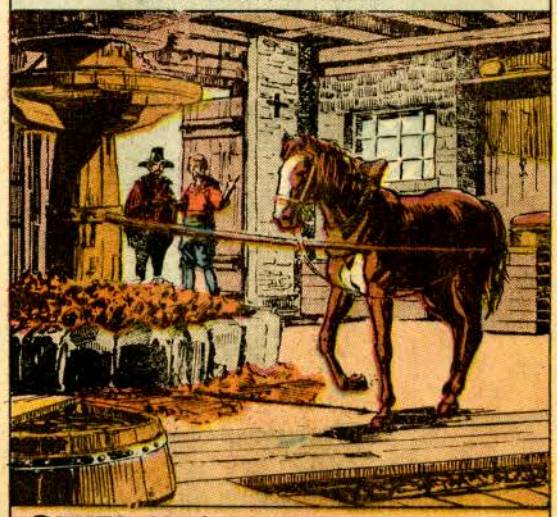
# COLONIAL AMERICA...

THE HARD, ROUGH PIONEER LIFE SET SIMPLE STYLES. HERE, LEATHER WAS USED FOR STOCKINGS, KNEE BREECHES, JACKETS, SQUARE-TOED SHOES AND UPHOLSTERY.



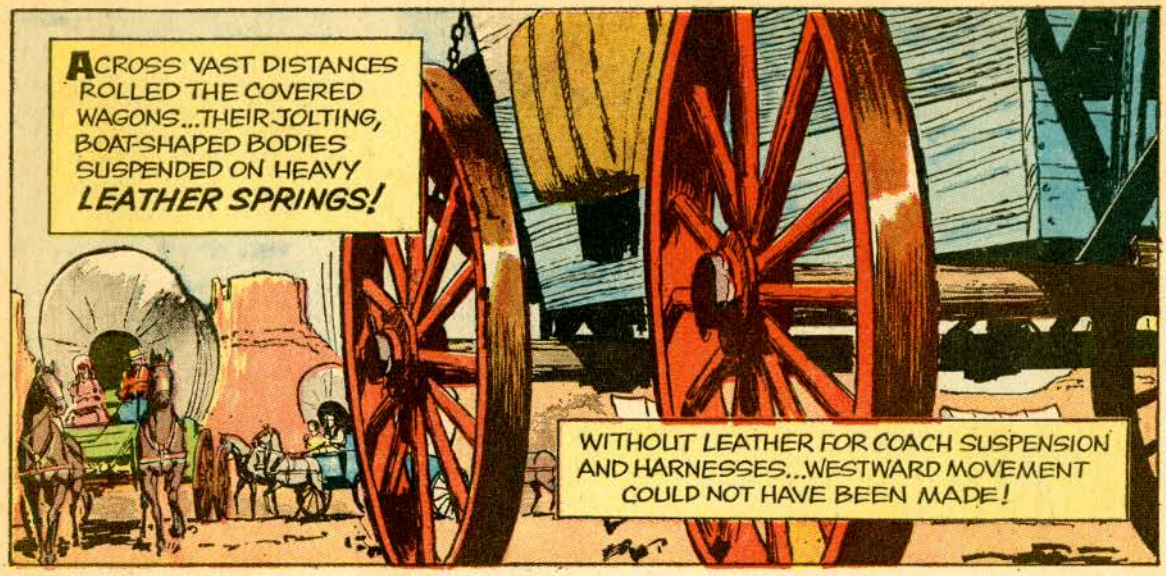
THE ***AMERICAN INDIANS*** KNEW NOTHING OF BARK TANNING, BUT THEY SHOWED THE EARLY COLONISTS HOW TO MAKE "BUCKSKIN TAN."

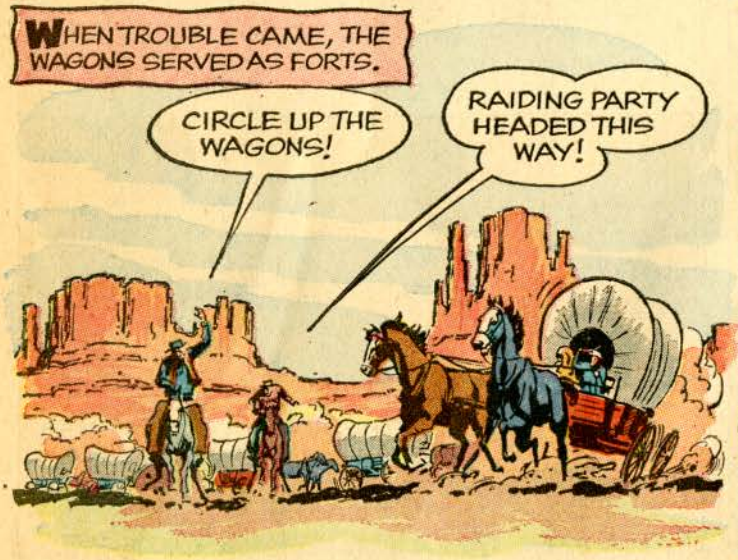
THE ***FIRST TANNER*** SET UP SHOP IN PLYMOUTH IN 1623.



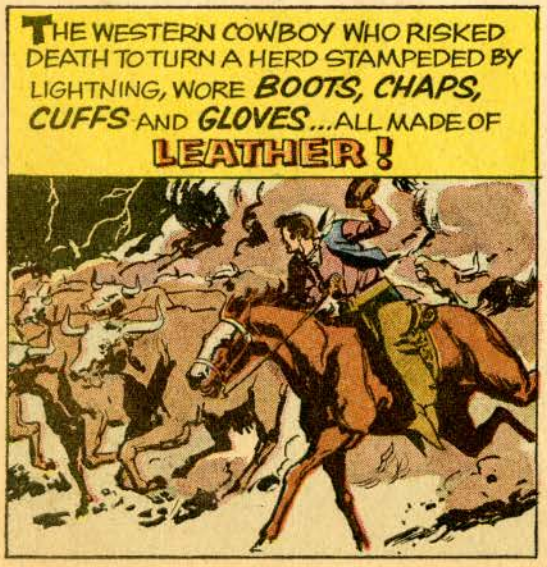
***PETER MINUET*** BUILT THE FIRST TANNING MACHINE...A HORSE-DRIVEN MILL FOR GRINDING OAK BARK.

IN 1805, SIR HUMPHRY DAVY DISCOVERED THAT TANNING AGENTS COULD BE OBTAINED FROM OTHER TREES BESIDES THE OAK.
...HEMLOCK, MIMOSA, CHESTNUT! AND EVERY ONE OF THOSE TREES IS PLENTIFUL IN AMERICAN FORESTS!
IN 1808, SAMUEL PARKER INVENTED A MACHINE TO SPLIT HEAVY HIDES.
IT USED TO TAKE A MAN A WHOLE DAY TO SPLIT FOUR HIDES...NOW WE CAN SPLIT 100!
THE DISCOVERY OF CHROME TANNING CAME NEXT. USING CHROMIC SALTS INSTEAD OF BARK EXTRACTS...
INSTEAD OF SEVERAL MONTHS... TANNING TAKES JUST A FEW WEEKS NOW!
THE SHOE-PEGGING MACHINE OF 1852 LIFTED THE ANCIENT ART OF LEATHER-MAKING INTO A HUGE INDUSTRY.
TODAY AMERICAN SHOE FACTORIES TURN OUT 5,000 PAIRS OF SHOES EVERY MINUTE!
HAVE YOU EVER GIVEN THOUGHT TO THE IMPORTANT ROLE PLAYED BY LEATHER IN THE TAMING OF...
THE WILD WEST


ACROSS VAST DISTANCES ROLLED THE COVERED WAGONS...THEIR JOLTING, BOAT-SHAPED BODIES SUSPENDED ON HEAVY LEATHER SPRINGS!
WITHOUT LEATHER FOR COACH SUSPENSION AND HARNESSES...WESTWARD MOVEMENT COULD NOT HAVE BEEN MADE!


WHEN TROUBLE CAME, THE WAGONS SERVED AS FORTS.
CIRCLE UP THE WAGONS!
RAIDING PARTY HEADED THIS WAY!

FIREARMS "LEAPED" FROM LEATHER SCABBARDS AND HOLSTERS...

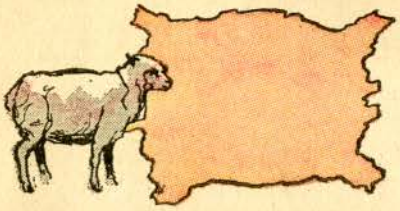

THE WESTERN COWBOY WHO RISKED DEATH TO TURN A HERD STAMPEDED BY LIGHTNING, WORE BOOTS, CHAPS, CUFFS AND GLOVES...ALL MADE OF LEATHER!

HIS LEATHER SADDLE WAS HIS "WORK-BENCH." THE COWBOY TOOK GREAT PRIDE IN IT ...AND IT WAS GENERALLY THE MOST VALUABLE THING HE OWNED.
SURE IS A GOOD-LOOKER!
RECKON YOU DON'T SEE MANY THAT COULD BEAT IT...THAT'S FOR SURE!

# the BIGGER THEY COME the BIGGER THE PELT

**HIDES** COME FROM LARGE ANIMALS

**SKINS** FROM SMALLER ONES



BUT LARGE OR SMALL... THE LEATHERS TO BE TOOLED OR CARVED MUST BE BARK TANNED, BUT THERE ARE MANY OTHER APPLICATIONS IN LEATHERCRAFT FOR CHROME TANNED LEATHERS.

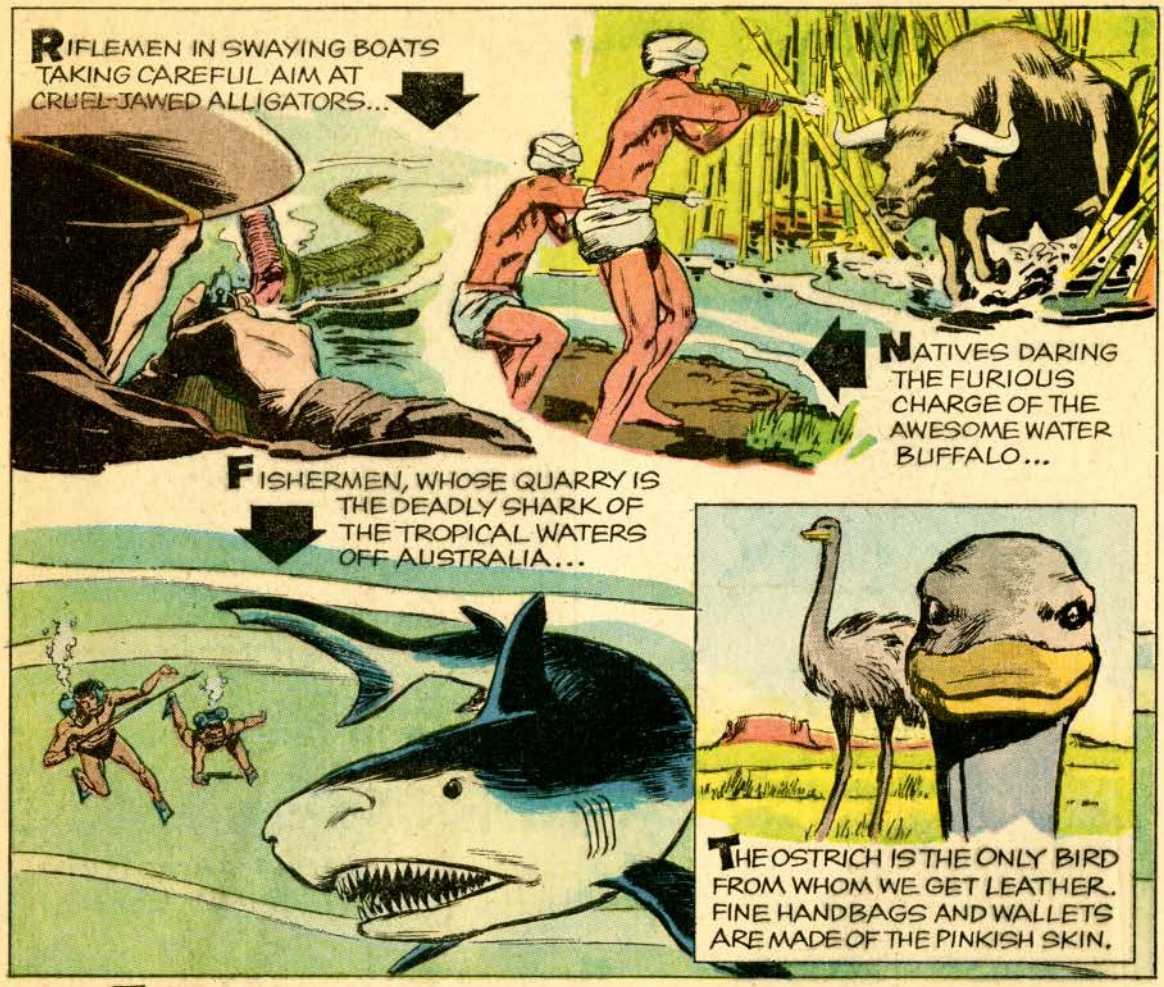
LEATHER COMES FROM MANY DIFFERENT ANIMALS IN 53 DIFFERENT COUNTRIES IN THE FAR CORNERS OF THE WORLD. MANY ARE THE TALES, ALL RICH IN ADVENTURE, TO BE FOUND IN

## THE LEATHER ZOO

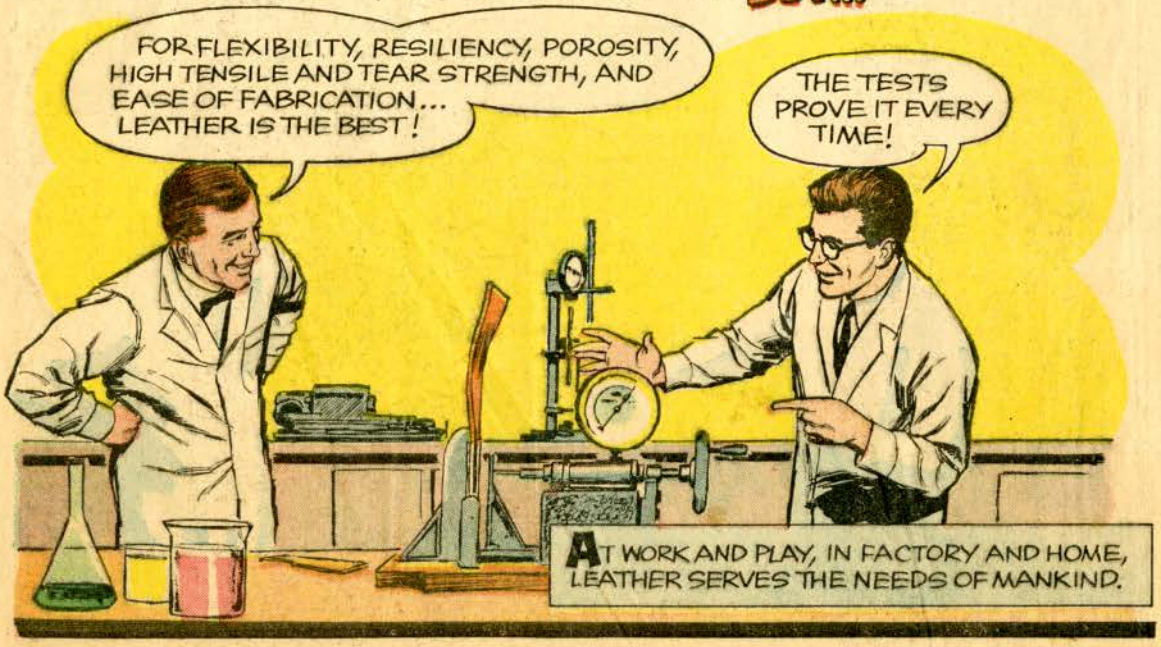
MOUNTAINEERS SCALING JAGGED CLIFFS ON THE TRAIL OF SURE-FOOTED CHAMOIS...

SEA-FARING MEN SEARCHING FOR SEALS IN THE ICE-BOUND POLAR NORTH...

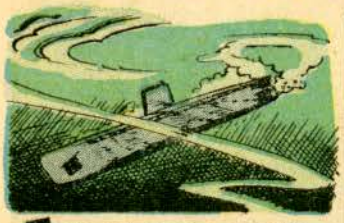
HUNTERS COMBING THE TANGLED JUNGLE FOR PYTHONS AND COBRAS...



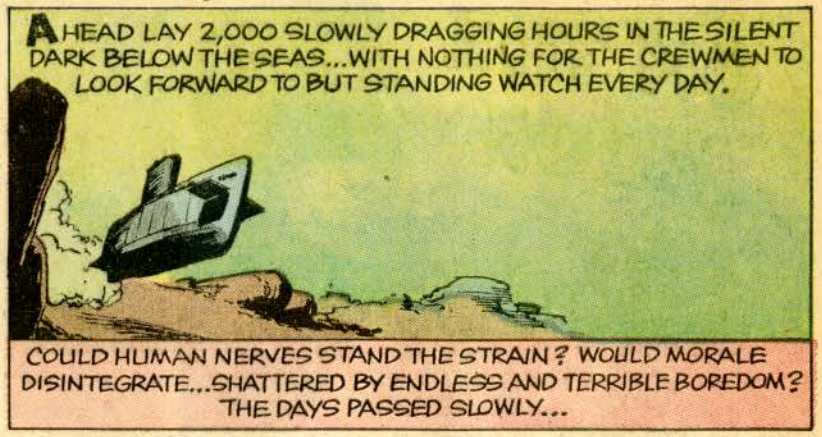

THERE ARE NO SUBSTITUTES FOR LEATHER. THE SYNTHETIC MATERIALS DEVISED BY MODERN TECHNOLOGY AND SCIENCE OFTEN CRACK, FADE, AND WEAR OUT QUICKLY. **BUT...**

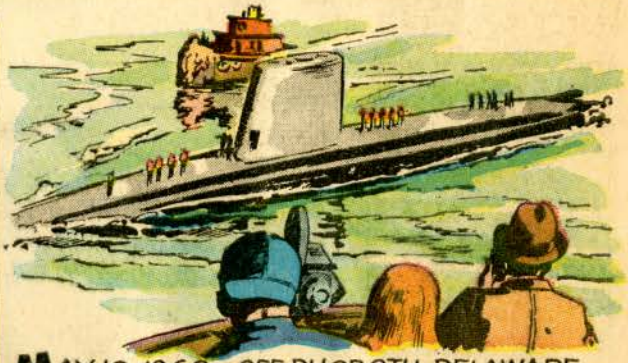


# VOYAGE of the TRITON

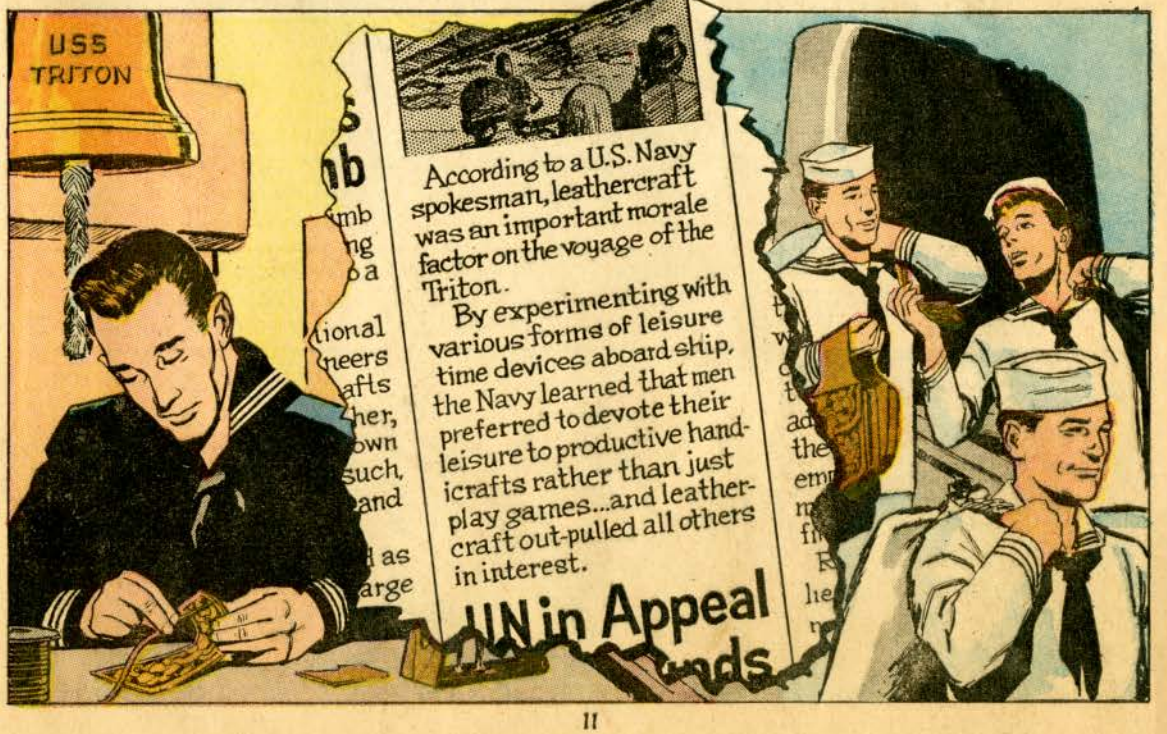


FEB. 16, 1960...OFF MONTAUK POINT, LONG ISLAND...THE ATOMIC-POWERED USS TRITON STARTED OUT ON A 36,000-MILE UNDER-WATER TRIP AROUND THE WORLD...

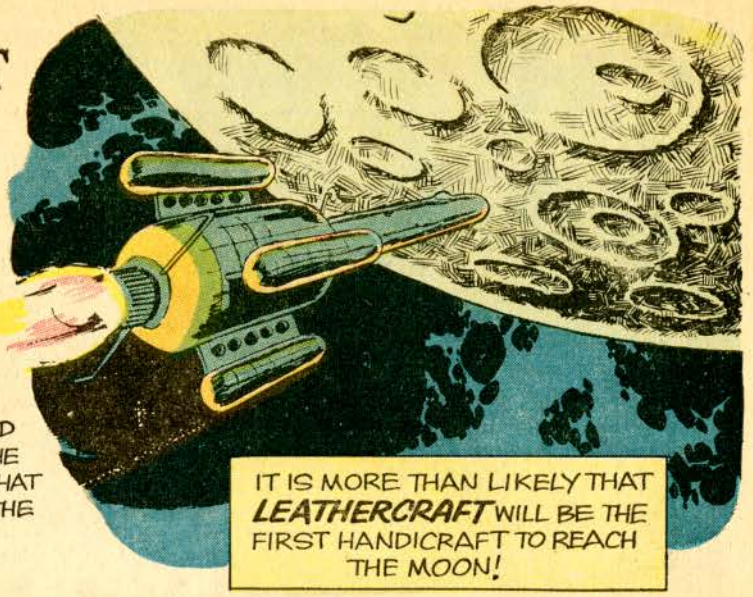




MAY 10, 1960...OFF RHOBOTH, DELAWARE... AT LAST THE TRITON SURFACED, HER JOURNEY ENDED. AND...



# FIRST CRAFT ON THE MOON



SOON MAN WILL BEGIN EXPLORING OUTER SPACE.

AS HE JOURNEYS UP TOWARD THE STARS, HE WILL FACE THE SAME MORALE PROBLEMS THAT CONFRONTED THE CREW ON THE THE TRITON...

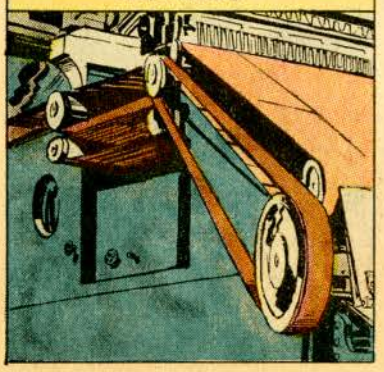
IT IS MORE THAN LIKELY THAT ***LEATHERCRAFT*** WILL BE THE FIRST HANDICRAFT TO REACH THE MOON!

**TODAY**...LEATHER IS AS USEFUL AND SERVICEABLE AS EVER. IN FACT, TODAY...

# LEATHER IS WHEREVER WE ARE.

WE ***ALL*** USE LEATHER. THE SHOES ON OUR FEET AND AND THE BELT AROUND OUR WAIST...OUR GLOVES, JACKETS, HANDBAGS AND WALLETS...THE LUGGAGE WE CARRY WITH US WHEN WE TRAVEL...ARE ALL MADE OF ***LEATHER***.

LEATHER BELTING KEEPS THE WHEELS OF INDUSTRY TURNING.



LEATHER FOOTBALLS SPIRAL OVER OUR GRIDIRONS. WITHOUT LEATHER THERE WOULD BE NEITHER BASE-BALLS NOR FIELDER'S GLOVES...AND NO WORLD SERIES!

**LEATHERCRAFT** HAS BECOME AMERICA'S...
**MOST POPULAR HOBBY!**

I HAVE MORE REQUESTS FOR LEATHERCRAFT COURSES IN MY SCHOOL THAN FOR ALL THE OTHER 22 CRAFT AREAS PUT TOGETHER!

WHY?...WELL COME ALONG AND SEE FOR YOURSELF...

YOU MEAN THAT "ALL THUMBS ALVIN" MADE ***THAT*** AT HIS FIRST CRACK?

SOMEBODY PINCH ME...I MUST BE DREAMING!

"LEATHERCRAFT IS SO EASY... STUDENTS GAIN CONFIDENCE IN THEMSELVES JUST BY WORKING AT IT. AND IT'S SO LOW IN COST...

KNOW SOMETHING? I COULD GET ***MORE*** FOR THIS ONE WALLET THAN THE ***WHOLE KIT*** COST!

"MANY STUDENTS EARN MONEY SELLING THEIR HAND-TOOLED PROJECTS.

"BOWLERS AND ARCHERS ARE AMAZED WHEN THEY LEARN HOW EASY IT IS TO 'DESIGN' THEIR OWN SPECIAL EQUIPMENT OUT OF LEATHER.

"FROM THE SIMPLE TOOLED WALLET OF THE BEGINNER TO THE INTRICATE DESIGNS OF THE SKILLED CRAFTSMAN, THERE'S NO LIMIT TO WHAT YOU CAN MAKE OUT OF LEATHER...FOR YOURSELF... FOR GIFTS...OR FOR PROFIT."

# LEATHERCRAFT AND YOU

YOU CAN TEACH YOURSELF LEATHERCRAFT RIGHT IN YOUR OWN HOME. FOR NOW THE SECRETS OF THE ANCIENT ART ARE MADE AVAILABLE TO EVERYONE BY THE TANDY LEATHER COMPANY.

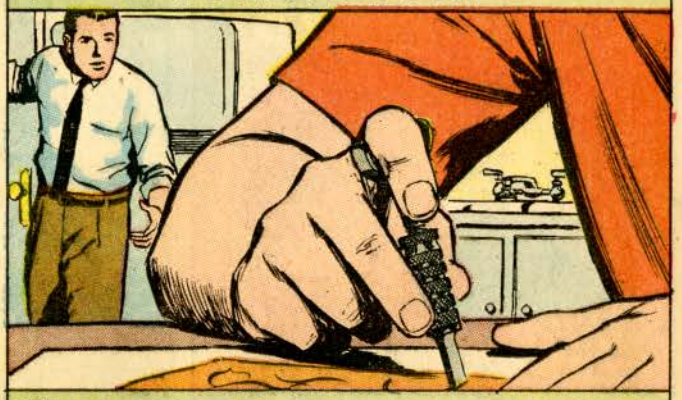
## THOUSANDS HAVE DONE IT... WHY NOT YOU?

ALTHOUGH TANDY'S CATALOG LISTS 1,073 IDEAS, MOST BEGINNERS START WITH A SIMPLE PROJECT LIKE A BILLFOLD. LET'S SEE HOW IT MIGHT GO FOR YOU RIGHT FROM THE START.

YOUR TANDY BILLFOLD KIT HAS JUST ARRIVED FROM THE TANDY LEATHER COMPANY. YOU OPEN IT, LAY EVERYTHING OUT, THEN REACH FOR...

...THE INSTRUCTION BOOK.

LEATHER IS SO CLEAN TO WORK WITH...YOU SET UP RIGHT IN THE KITCHEN, USING THE TABLE AS YOUR WORK SURFACE.

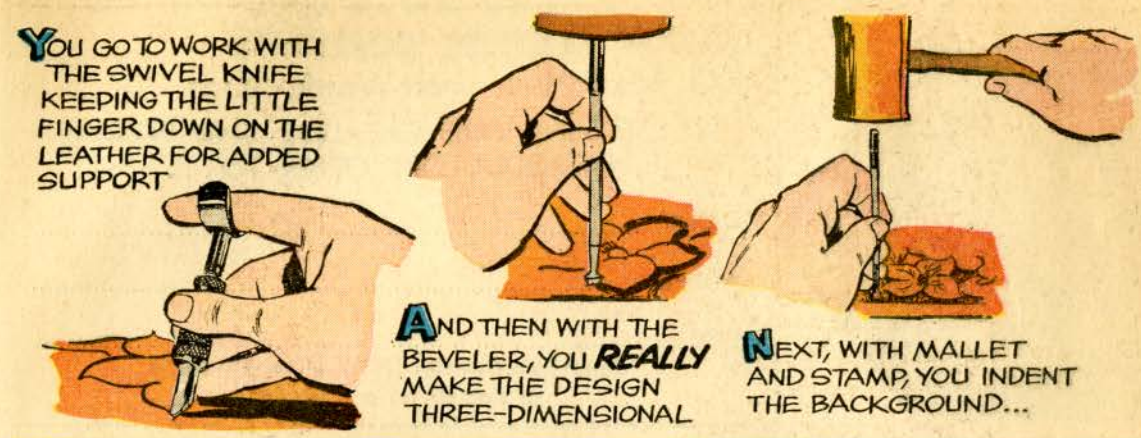


YOU PICK UP THE SWIVEL KNIFE AND START DOODLING WITH IT ON SCRAP LEATHER.

NEXT THING YOU KNOW...

...YOU'RE READY TO START ON THE BILLFOLD. WHILE YOU TRANSFER THE DESIGN FROM THE CRAFT-AID TO THE LEATHER...THE BLEACHERS FILL UP.

PRODUCED BY JOHNSTONE and CUSHING, 137 E. 57TH ST, N.Y. 22, N.Y.



# SEE HOW YOU CAN DO IT, TOO!

ENJOY THE FUN, RELAXATION AND PROFITS OF MODERN LEATHERCRAFT, AMERICA'S FASTEST GROWING HOBBY, THAT CAN BE ENJOYED BY EVERY MEMBER OF THE FAMILY.

*SIMPLY FILL IN THE COUPON ON THE BACK PAGE AND MAIL IT TO THE TANDY LEATHER COMPANY AND YOU WILL RECEIVE...*

## FREE...TANDY LEATHER CO's CATALOG!

- THE WORLD'S LARGEST CATALOG OF LEATHERCRAFT
- 112 PAGES OF KITS, SUPPLIES, TOOLS AND INSTRUCTIONS FOR LEATHERCRAFT.
- 1,073 MONEY SAVING IDEAS FOR PRACTICAL LEATHER PROJECTS
- OVER 10,000 USEFUL, NEEDED ITEMS

**PLUS...** *SPECIAL "GET STARTED" OFFER TO THE USERS OF THE COUPON.*

SEND FOR YOUR FREE CATALOG *and* SPECIAL OFFER TODAY!

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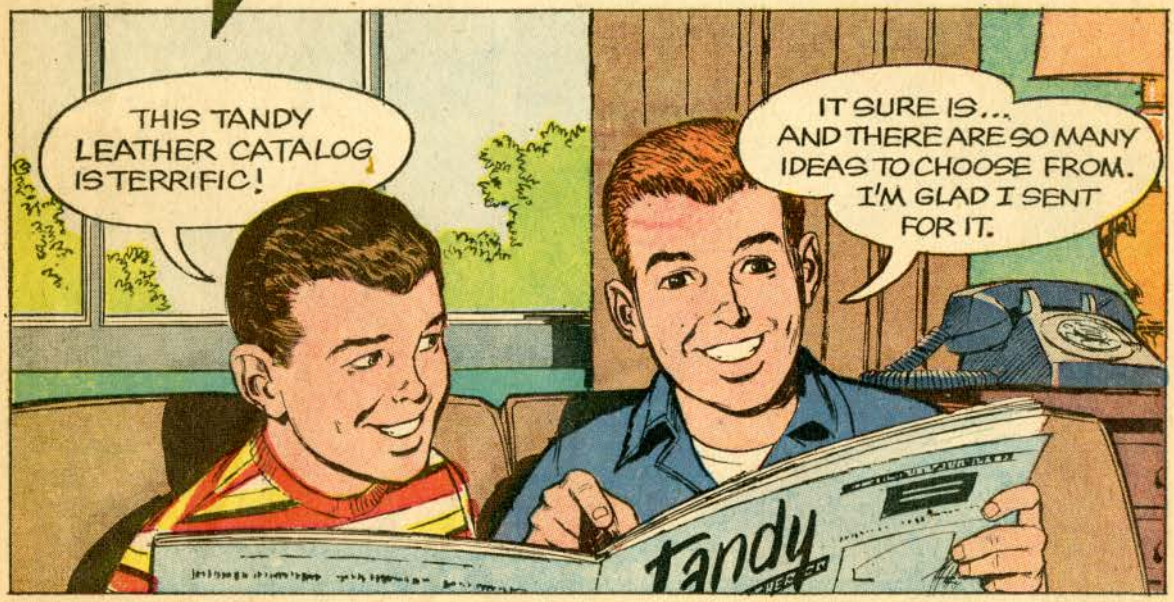
*Send This Coupon NOW in an Envelope or Pasted on a Post Card*




Tandy LEATHER COMPANY

*DIVISION OF TANDY CORPORATION*



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